

# ORDER



**Orders**

Order / Rev:	47020
Alt Order #:	9782023 /Brad
Product Desc:	AMER FOR PROSPERITY
Estimate:	479
Flight Dates:	09/04/12 - 09/10/12
Original Date / Rev:	08/03/12 / 08/06/12
Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

**Agency**

Name:	Mentzer Media Services
Buying Contact:	
Billing Contact:	
	600 Fairmount Ave
	Towson, MD 21286

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

**Advertiser**

Name:	Americans for Prosperity
Demographic:	A50+
Product Codes:	Issues/Propositions
Priority:	P-1
Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	58	\$39,500.00	\$33,575.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$39,500.00	\$33,575.00	0.00
<b>Totals</b>	<b>58</b>	<b>\$39,500.00</b>	<b>\$33,575.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
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Millennium Washington DC	Start Of Order - End Of Order	100%
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**Order Share**

	Share	Total
WHP-TV CBS21	27%	\$39,500.00
Market	100%	\$146,296.30

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	52%	\$76,074.07
WHTM	10%	\$14,629.63
WLYH	0%	\$0.00
WPMT	11%	\$16,092.59

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WHP	09/04/12	09/07/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- TWTF--	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		4				\$200.00		0.00			
E 2	WHP	09/04/12	09/07/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- TWTF--	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		4				\$200.00		0.00			
E 3	WHP	09/04/12	09/07/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- TWTF--	:30	4	\$250.00	P-1	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF--		4				\$250.00		0.00			

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**WHP-TV CBS21**

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Alt Order #: 9782023 /Brad  
Flight Dates: 09/04/12 - 09/10/12

Advertiser: Americans for Prosperity  
Product Desc: AMER FOR PROSPERITY  
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WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WHP	09/08/12	09/08/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12    09/09/12    -----S-    1    \$250.00    0.00															
E 18	WHP	09/08/12	09/08/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12    09/09/12    -----S-    1    \$250.00    0.00															
E 19	WHP	09/08/12	09/08/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	2	\$500.00	P-1	0.00	NM	4	\$2,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12    09/09/12    -----S-    2    \$500.00    0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1	WHP	09/03/12-09/09/12	Sat Reg 2	9p-10p	-----Sa--	:30	(\$500.00)	0.00	NM						
See MG 19.3,19.4,19.5,19.6 [Program Change]															
2	WHP	09/03/12-09/09/12	Sat Reg 2	9p-10p	-----Sa--	:30	(\$500.00)	0.00	NM						
See MG 19.3,19.4,19.5,19.6 [Program Change]															
3	WHP	09/03/12-09/09/12	Sun Reg 3		-----Su	:30	\$1,850.00	0.00	NM						
(M) MG for 16.1,21.2,21.1,16.2,19.2,19.1 [MG within Flight]															
4	WHP	09/04/12-09/07/12	CBS This Morning		-TWThF----	:30	\$100.00	0.00	NM						
(M) MG for 16.1,21.2,21.1,16.2,19.2,19.1 [MG within Flight]															
5	WHP	09/04/12-09/07/12	CBS This Morning		-TWThF----	:30	\$100.00	0.00	NM						
(M) MG for 16.1,21.2,21.1,16.2,19.2,19.1 [MG within Flight]															
6	WHP	09/08/12-09/09/12	Sa 1130p-1230a		-----Sa--	:30	\$50.00	0.00	NM						
(M) MG for 16.1,21.2,21.1,16.2,19.2,19.1 [MG within Flight]															
E 20	WHP	09/08/12	09/08/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12    09/09/12    -----S-    1    \$175.00    0.00															
E 21	WHP	09/08/12	09/08/12	Sa-Su Eve News CBS 21 News Weekend	CM	6p-630p	-----S-	:30	2	\$150.00	P-1	0.00	NM	0	\$0.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12    09/09/12    -----S-    2    \$150.00    0.00															
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u>															
1	WHP	09/03/12-09/09/12	Sa-Su Eve News	6p-630p	-----Sa--	:30	(\$150.00)	0.00	NM						
See MG 19.3,19.4,19.5,19.6 [Preempted by NSM]															
2	WHP	09/03/12-09/09/12	Sa-Su Eve News	6p-630p	-----Sa--	:30	(\$150.00)	0.00	NM						
See MG 19.3,19.4,19.5,19.6 [Preempted by NSM]															
E 22	WHP	09/09/12	09/09/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12    09/09/12    -----S    2    \$300.00    0.00															
E 23	WHP	09/09/12	09/09/12	Face the Nation Face the Nation	CM	1030a-1130a	-----S	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12    09/09/12    -----S    1    \$225.00    0.00															
E 24	WHP	09/09/12	09/09/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	2	\$1,650.00	P-1	0.00	NM	2	\$3,300.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/03/12    09/09/12    -----S    2    \$1,650.00    0.00															
E 25	WHP	09/09/12	09/09/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 25	WHP	09/09/12	09/09/12	Sun Reg 4 Sun 10p-11p	CM	10p-11p	-----S	:30	1	\$1,400.00	P-1	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$1,400.00		0.00			
E 26	WHP	09/09/12	09/09/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$175.00		0.00			
E 27	WHP	09/10/12	09/10/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$200.00		0.00			
E 28	WHP	09/10/12	09/10/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$200.00		0.00			
E 29	WHP	09/10/12	09/10/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M-----	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$250.00		0.00			
E 30	WHP	09/10/12	09/10/12	CBS Evening News CBS Evening News	CM	630p-7p	M-----	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$650.00		0.00			
E 31	WHP	09/10/12	09/10/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M-----	:30	1	\$950.00	P-1	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$950.00		0.00			
E 32	WHP	09/10/12	09/10/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$1,000.00		0.00			
E 33	WHP	09/10/12	09/10/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M-----	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$300.00		0.00			
E 34	WHP	09/10/12	09/10/12	Letterman Letterman	CM	1135p-1235a	M-----	:30	1	\$125.00	P-1	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$125.00		0.00			

Totals

58

\$39,500.00